

STARTING THE CONVERSATION



TIPS FOR HOW TO TALK ABOUT ADA MEMBERSHIP

As a member, you know all about the value and benefits of membership, and we appreciate your enthusiasm for your profession and your desire to help grow ADA membership! When discussing membership with a nonmember, keep in mind that it's most important to focus on their needs and then share how ADA membership can support their professional goals.

FIRST STEPS

- TELL YOUR STORY** The ADA and your state and local dental societies provide lots of value to you. Why did you join? What's the reason you're a member today?
- ASK QUESTIONS** Focus on their needs. Find out their specific concerns and address them directly with your own experiences.
- MAKE IT EASY FOR THEM** Have a blank application handy (don't forget a pen!). Offer to mail a completed application on the new member's behalf. "Let's fill this out now and get the ball rolling." They can also apply online: [ADA.org/join](https://ada.org/join).
- DEMONSTRATE RESPECT** If a dentist sounds uncertain, consider saying "It sounds like you aren't ready to make a commitment today. I want you to feel good about your decision to join, so here's an application and here's my card. I'd like to follow up with you in a week to see if you have any questions I can answer, okay?"
- If a dentist offers a flat no, consider saying "I completely understand how you feel, maybe now is not the right time. I hope we can stay in touch."
- BE SURE TO SAY THANKS** Send them a short message thanking them for considering ADA membership and supporting dentistry.

OTHER TIPS

Recruiting a new member is a process, not an event. You may need to approach the topic multiple times from a variety of perspectives. Becoming a member involves making a change, and change can be a gradual process, even when the outcome is beneficial.

- Think conversation rather than sales pitch. Sharing your feelings about membership is sharing good news with a colleague, like a restaurant recommendation.
- Try to avoid the word "why" when asking questions. Asking "why?" keeps the conversation focused on the past, whereas you want to keep the focus on the future.
 - For example, instead of "Why don't you want your profile on ADA Find-a-Dentist™?" perhaps try "What are the new tactics you will be trying this year to put more patients into your chair?"
 - Or instead of "Why don't you support the ADA's lobbying efforts?" perhaps try "Imagine what would happen in Washington if no one was speaking up for dentistry?"

QUESTIONS?

Contact the ADA Member Service Center at 800.621.8099.

Everything you need:

[ADA.org/MGAM](https://ada.org/MGAM)